

News Advisory



For Immediate Release
May 21, 2003

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8,000 Chocolate Bars...
20,000 Marshmallows...
25,000 Graham Crackers!

World's Largest S'More to Kick off Memorial Day Camping

- What:** **A half-ton S'more. (That's 1,000 pounds +)**
ReserveAmerica, the campground reservation company for California State Parks, will be attempting to create the World's largest S'more, using 8,000 Hershey's™ milk chocolate bars, 20,000 Campfire™ marshmallows and 25,000 Keebler™ graham crackers.
- When:** **Friday, May 23, 2003, From Noon to Dinnertime**
Crews begin unloading trucks of chocolate, marshmallows and graham crackers at 9 AM and begin construction about noon. The task is expected to take most of the afternoon, as we kick-off the Memorial Day weekend.
- Where:** **Beals Point campground, Folsom Lake State Recreation area.**
Beals point is located on Folsom-Auburn Road. From Sacramento, take Highway 80 toward Reno, get off on Douglas Blvd and go east toward Folsom Lake, turn right on Folsom-Auburn Road and proceed to entrance road of Beals Point, on left. Or, from Sacramento, take Highway 50 east, exit on Folsom Road and proceed North to Beals Point entrance on right.
- Result:** **The favorite campfire dessert for kids and adults.**
For decades, S'mores, shortened from the name "gimme some-more", have been the favorite campfire dessert for millions of campers. Just roast a marshmallow on a stick, put it between two graham crackers with a chocolate bar and you have a true American campfire tradition, only the one made on this day, will be the World's largest. Yum Yum!!

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